

UTILIZATION ANALYSIS OF E-COMMERCE

(Case Study At Surabaya Football Store, Surabaya)

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Abstraction

The Developments in science and technology led to a change of society culture in daily life, with the creation of an openness and transparency in various fields, especially in the field of information technology and management. Speed of information needed by the community, including the world of communication and business. Information technology and management developed rapidly in Indonesia. This phenomenon can be seen with the increasing user of the Internet in Indonesia from year to year. According to the version of the office of the Ministry of Communications and Informatika in 2012, Indonesia ranks second in the world's Internet users, Indonesia ranks second in the world's Internet users. China is ranked first. The use of technology is expected to provide substantial benefits to the competitive business world. The Companies that are able to compete in the competition is a company that is able to implement technology into the company. One type of technology implementation in terms of increased business competition and product sales is by using electronic commerce (e-commerce) to market a variety of products or services. In other words, e-commerce will become a powerful alternative business infrastructure on current and emerging information age. E-commerce is a new land to generate and exploit that promotes business effectiveness in implementation. This fact proves that e-commerce has an important role in helping to increase sales turnover, the efficiency of the entire labor and operational costs that need to be released to manufacturing and marketing. The Increasing of the competition, Indonesia requires businesses continuously improve efficiency, improve product quality, service and innovation. Business on the Internet has a big impact in different types of companies. So is the company's manufacturing and services is growing dramatically as more consumers are shopping via the Internet. Due to the convenience and benefits offered by this new way of business, many companies take towards business online. In conducting the study required a research method adapted to the subject matter to be studied. By using appropriate research methods it will get the data and information to support research so that the scope of the research scope of the study will be more clear and focused. Based on the research to be conducted, the research method used was qualitative research. To the future for Surabaya Football Store In order to facilitate the management in monitoring the course of the company's operations will require a special section dealing with the internal control of the company, because in this section has the responsibility to oversee all parts.

Keywords: *E-commerce, Analysis*

INTRODUCTION

A. Background

Information technology as a business tool continues to open up new possibilities for the owners and managers of the company to improve service and product quality to be the most superior. The Company is also required to implement appropriate strategies and measures in order not to fall behind the trends and developments. The Important factors that make a company excels is the ability to respond to the market needs.

Information technology plays an important role in meeting the needs of the market. Use of technology that can produce updated information.

One is the Internet technology. The Internet is growing, especially in the business world, it can be seen with the advent of E-commerce.

The use of technology is expected to provide substantial benefits to the competitive business world. The Companies that are able to compete in the competition is a company that is able to implement technology into the company. One type of technology implementation in terms of increased business competition and product sales is by using electronic commerce (e-commerce) to market a variety of products or services.

E-commerce is part of the electronic bussines (businesses using electronic tranmission).

In General e-commerce can be defined as a form of trade goods or services using electronic media. Electronic commerce or e-commerce is one of the implementation of technology in the enterprise. E-commerce the use of the internet and the web to transact Business. Formally, digitally enabled commercial transactions between and among Organizations and individuals. (Laudon & Traver, 2004:7).

In other words, e-commerce will become a powerful alternative business infrastructure on current and emerging information age. E-commerce is a new land to generate and exploit that promotes business effectiveness in implementation. This fact proves that e-commerce has an important role in helping to increase sales turnover, the efficiency of the entire labor and operational costs that need to be released to manufacturing and marketing. The Increasing of the competition, Indonesia requires businesses continuously improve efficiency, improve product quality, service and innovation. Business on the Internet has a big impact in different types of companies. So is the company's manufacturing and services is growing dramatically as more consumers are shopping via the Internet. Due to the convenience and benefits offered by this new way of business, many companies take towards business online.

E-commerce can help in the competition in the trade sector now. This happens due to the demand for the availability of convenience and simplicity of procedures is increasing. Peoples as consumers are also increasingly demanding convenience in many aspects of life, including those associated with the business. Various strategies undertaken to improve the quality of services provided to consumers. Because the complexity of the required information needs, the company has made changes by adopting information technology into their service facility. Currently, consumers or service users can easily get the information into their service facility. Currently consumers or service users can easily find information about the various services offered by the company to access the company's website, and from the site consumers can choose a variety of things that are needed.

One of the companies that is adopting information technology in particular e-commerce, namely Surabaya Football Store. Surabaya Football Store is a center selling items via online using e-commerce. Additionally, Surabaya

Football Store selling jersey/football costume all international football clubs. With the use of e-commerce the Surabaya Football Store can facilitate the customers in order or accommodate requests from customers. But in the application of e-commerce is still often found deficiencies arising from the use of e-commerce itself.

This research will examine the use of e-commerce analysis applied to the company's services. The use of e-commerce services company in Indonesia, more and more, need to be investigated whether the use of B2B e-commerce in particular, in the implementation is effective and efficient or not. Based on the above, we can see how important the use of e-commerce.

Things need to be answered now is how preparedness resources for e-commerce companies to realize a competent service and constantly updating the content and information that is presented to improve the utilization of e-commerce implementation included in its efforts to increase competitive advantage. This is the background in a scientific study entitled "*Utilization Analysis of E-commerce* " (Cases Study at Surabaya Football Store).

B. Formulation of Problem

The implementation of e-commerce is seen as one of the factors for the success of fund services product from a company, therefore the author were interested to assess more clearly the benefits of e-commerce and its effectiveness for Surabaya Football Store.

Based on the description of this research above the problem formulation are:

- a. How is the e-commerce implementation at Surabaya Football Store?
- b. How is the e-commerce analysis related to the sale of services?

THEORETICAL REVIEW

A. Definition Of E-Business

Electronic business means initiating, arranging, and carrying out electronic business process; in other word, exchanging services with the help of public or private communication network, including the internet, in order the

achieve added value. Companies (business), public institutions (administration), as well as private persons (consumer) can be both service providers and service consumers. (Meier and Stormer, 2009:2).

According to Laudon & Laudon (2001) "E-business is the use of the Internet and other digital technologies for communication, coordination, and organizational management."

Based on the definition of e-business noted above, researcher concluded that e-business is the use of information and communication technologies by organizations, individuals, or parties to implement and manage key business processes so as to provide benefits in the form of security, flexibility, integration, optimization, efficiency, and increased productivity and profit.

E-business is a science to bring the process to the right people and getting people to be interested in a product that I decided to buy the product. Without e-business, e-commerce, like a car without fuel. Because e-commerce itself is an integral part of e-business.

B. Definition of E-Commerce

E-commerce the use of the internet and the web to transact business. More formally, digitally enable commercial transactions between and among organization and individuals. (Laudon and Traver, 2004:7).

McLeod explained that trade via electronic networks (e-commerce) is the use of computers to facilitate all operations both internal and external operations (McLeod, 2004:47).

Meanwhile, according to Arif and David in Purbo (2000:2) citing the opinion states, "e-commerce is a dynamic set of technologies, applications and business processes that connect businesses, consumers, and certain communities through electronic transactions and trade of goods, shipping, and information that will be conducted electronically".

E-commerce involves the sale or purchase of goods or services channeled through computer networks or businesses, individuals, governments or other organizations. E-commerce is built on the traditional trade with the added flexibility and speed offered by electronic communications. It can facilitate improvements in operations leading to substantial cost savings as

well as increased competitiveness and efficient through the redesign of traditional business methods.

C. Definition of Internet

The modern enterprise intranets and extranets internet technology is the backbone of the process of distributing information from one place to another. The Internet is a virtual world of computer networks (interconnection) formed from billions of computers around the world (Hariningsih, 2005:8).

Indrajit (2002:85-86) defines the Internet, intranets and extranets as follows:

- a. The Internet is a global computer network consisting of thousands of sub-networks (networking) that exist throughout the world. Because it is accessible to anyone, anywhere, and anytime, the Internet has become a means of public property (public domain facilities). For a company, the internet is often used as a medium to connect with customers scattered in various walks of life and diverse area there. This is because in addition to saving a lot of costs (especially to reach customers far), connecting to the Internet means the company to further expand its market which means increasing the quantity of customers for the company.
- b. Intranet is a network that connects all employees know the company without geographical restrictions. For example, a company with headquarters in the capital and branch offices are located in areas incorporated into a large computer network under an intranet application. In principle there are three objects of the implementation of an intranet in the company, which is to improve the efficiency and effectiveness of the processes of communication, collaboration, and cooperation.
- c. Extranet is a computer network that connects the company's computer network (intranet) network systems such as its business partners. The purpose association of partially dispersed enterprise networks with partners is to accelerate the procurement process, lowering costs that do not need some sort of warehouse and transportation costs.

While O'Brien (2005:268) defines intranets and extranets as follows:

- a. Intranet is a network within an organization that uses Internet technologies (such as Web servers and browsers, network protocol TCP / IP, database, and HTML publishing hypermedia documents, etc.) to provide an environment that is similar to the internet within the company to allow the sharing of information, communication, cooperation, and support for business process (2005:265).
- b. While extranet is a network connection using intranet technology to interconnect the intranet of a business with the intranet customers, suppliers and other business partners.

The Internet not only to connect one computer to another, but also connects the computer with all the other computers that are connected to the internet.

D. Implementation of E-commerce as a Tool to Achieve Competitive Advantage

From the description of e-commerce and competitive advantage, then earned a close relationship between the use of the concept of e-commerce in achieving competitive advantage in an enterprise.

It looks at:

1. Companies can introduce the product to the public when implementing e-commerce.
2. Responses internet very quickly and effectively enable companies to make contact with customers or potential customers effectively.
3. Through e-commerce companies can provide detailed information about its products with customers or potential customers. So the two-way communication can be performed directly where the company can directly provide demand response product or service requested.
4. In implementing the concept of e-commerce it is clear that competitive advantage is much easier than to defend it. (Mc. Leod, 2004:48)

From the available data, according to the authors who contributed a great e-commerce that is because e-commerce is one of the e-business are often used by consumers to make transactions in activities that exist in the world of Internet. While the Internet is a means of doing e-business and e-commerce.

RESEARCH METHOD

In conducting the study required a research method adapted to the subject matter to be studied. By using appropriate research methods it will get the data and information to support research so that the scope of the research scope of the study will be more clear and focused. Based on the research to be conducted, the research method used was qualitative research.

“Qualitative research is research that aims to explore the phenomenon of what is experienced by the subject of research“. (Moleong, 2004:4). Meanwhile, according to Mulyana (2003:150), qualitative research does not rely on evidence based on mathematical logic, the principle of numbers, or a statistical method.

The study will analyze the use of e-commerce at Surabaya Football Store and linked to theories that underlie this research so as to obtain the answers to the issues discussed. Researchers will be involved or be a participant as part of the company's internal. Researchers into the internal order to facilitate researchers to obtain data or information easily and accurately. But when analyzing the data, researcher act as external companies. The study was conducted without the test of the hypothesis for this study were conducted forged describe, record, analyze, and implement a state of the existing or in working condition today. Having known how the use of e-commerce implemented and weaknesses then analyzed and solutions.

RESULT AND DISCUSSION

A. Company Background Established

The Surabaya Store is a business selling online through the Internet network, BBM (Blackberry Massanger), and other social media are being developed at this time. Surabaya Football Store was founded in 2011 to be exact

start of the season 2011/2012 in the city of Surabaya, and only has one outlet at this time. This business is engaged in the sale and purchase of costumes and accessories from the entire football team and football are popular there today.

The Surabaya Football Store serving Pre Order and Ready Stock Jersey, Jackets, quality grade 100% original from China, the Surabaya Football Store is an importer or so-called first-hand sellers, providing quality goods at prices that make many consumers a chance to do business. The Surabaya Football Store has been serving thousands of buyers from all over Indonesia and transactions within the country and abroad.

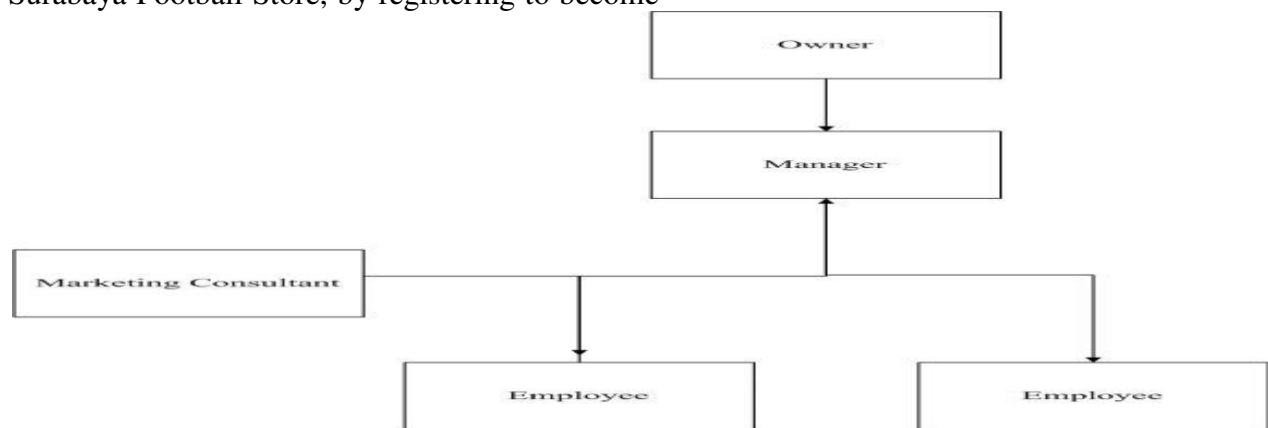
The Surabaya Football Store has the internet platform which is accessible in 2 languages, and can be used by all site visitors Surabaya Football Store, by registering to become

a member sites. The internet platform contains all the features of products, business services, contact the office at Surabaya Surabaya Football Store. Since its founding consumers Surabaya Football Store more than 10,000 consumers and 100 Internet site visitors daily.

1. Organization Structure

Structure organization at Surabaya Football Store is growing dynamically, driven internal and external factors. Based on the hierarchy of the organization, employees with lower positions are automatically directly responsible to the employees who have a position on it.

The organizational structure. The organizational structure chart can be seen in picture 1.



Job Description Organizational Structure of Surabaya Football Store

- a. Store Owner
 - 1) The Owner or founder of a business venture.
 - 2) Responsible for project execution in Surabaya Football Store is based on orders received.
 - 3) Supervise all existing work / run in Surabaya Football Store.
 - 4) Be responsible for all associated with the Surabaya Football Store.
- b. Acting Manager
 - 1) Responsible for the vice ower store.
 - 2) Support the achievement of the target of the prospective customers and internal business

- primarily to the achievement of maximum sales.
 - 3) Keep an eye on the employees working.
 - 4) Have authorization to send offers and giving the best prices from Surabaya Football Store.
 - 5) Maintain a good relationship with customers.
- c. Market Consultant
 - 1) Being a consultation on products that will be marketed.
 - 2) Being a consultant on all sorts of levels of selling prices in the market.
 - 3) Support in order to reach agreement between the store with shoppers.

- d. Employees Surabaya Football Store
 - 1) Market products in Surabaya Football Store.
 - 2) input-data is the latest product.
 - 3) Receive booking on consumer products.

B. Implementation of E-commerce

1. E-commerce Infrastructure in Surabaya Football Store

Surabaya Football Store has 1 phone, 1 fax machine, 1 personal computer, 3 laptops, 1 pc Tablet PC, and some Blackberry mobile phone as a medium for the dissemination of products.

Activity in Surabaya Football Store is supported by the network to access the Internet quickly. With this help the store to coordinate in order to receive orders from consumers.

2. Application Type Used in Surabaya Football Store

Software is often used which is Microsoft Office (MS Word MS Excel, MS Access, MS Power Point), Adobe Reader, Mozilla Firefox, and Internet Explorer. Whereas reservation using e-mail, and to see the latest product catalog or for ordering can be found through social media networks (Path, Line, BBM, etc.).

3. Data Security in Surabaya Football Store

Data security system on Surabaya Football Store only use the security system in the media who have been there and not added. It's just the system on a PC (Personal Computer) is added anti-virus, so as not to disturb the existing system in a PC (Personal Computer).

C. E-commerce Process in Surabaya Football Store

Process e-commerce transactions and that is how the various problems concerning e-commerce activities were melakukan, ranging from the sale, payment processing, to the constraints that exist in conducting e-commerce in Surabaya Football Store.

1. Sales Process

Sales process is the process of selling and service of the Surabaya Football Store. Offers are made only disseminate information through networking and social media. While the website are connected Surabaya Football Store just added the newest products and latest additions to the specification.

2. Payment Process

Payment is the process by which consumers make payments. This process is done after an agreement between the seller and buyer, namely Surabaya Football Store as a seller while the buyer as a customer or buyer. In Surabaya Football Store payment process using a system of bank transfer payments, while cash payers are usually done with a meeting or purchase products directly in Surabaya Football Store.

3. Constraints in the Process of E-commerce

Constraints that exist in Surabaya Football Store is influential in all aspects of the transaction process of selling and buying products, as well as the process of negotiation to reach an agreement in the process of e-commerce in Surabaya Football Store.

D. Impact of E-commerce Utilization

Utilization of e-commerce that is conducted at a firm will influence and impact. These impacts can be positive impact so the excess and create a competitive advantage for the company, but can also bring harm to the company or deficiency. Here are the results of an interview on the impact of the use of e-commerce in Surabaya Football Store.

Based on the results of these interviews can be concluded that the implementation of e-commerce in Surabaya Football Store has not been optimal, yet fully visible from the use of this website in terms of business processes to be used as a forum for consumers in order. However, the fact that this company already has the infrastructure and e-commerce applications are quite good and complete that supports both internal and external activities. In interviews with several informants who are employees of Surabaya Football Store shows

that the informants had some similar views on the implementation of e-commerce and sales execution process, in Surabaya Football Store.

Here is the conclusion from the results of interviews conducted by the researchers to the informan :

1. Implementation of E-commerce

a. Owned infrastructure Surabaya Football Store

Infrastructure owned Surabaya Football Store to implement E-commerce, among others :

- 1) Network consists of the Internet
- 2) Software
- 3) Website Surabaya Football Store can accessed through www.surabayafootballstore.com
- 4) Hardware and tools, such as Personal Computer (PC), Laptops, Fax, Scanner, Mobile, Printer, and Modem.

b. Application Type Used in Surabaya Football Store

Some types of applications used Surabaya Football Store in implementing e-commerce are:

- 1) Software such MS. Word, MS. Excel, MS Power Point, Adobe Reader, Mozilla Firefox, etc.
- 2) Using social networking is much in demand as Blackberry Massanger, Yahoo Massanger, Twitter, Line, etc.

c. Data Security Systems

Efforts are underway to secure the Surabaya Football Store the data include:

- 1) Protection to mails from the system, for example Google.mail use security system that is in the system itself.
- 2) Do not using extra security system, simply use the existing system in software.
- 3) Commitment of employees and employee awareness in the store and keep the data.

2. E-commence Process

a. Sales Process

Sales and offers via the Website is a key process of the sales process. Here's procurement process, and workflow procedures service delivery that the author collated with observations and interviews.

Of flow based processes described be the sale of services in Surabaya Football Store as follows :

- a) Surabaya Football Store Customer contact via email, and telephone services to get a quote.
- b) The conduct and Surabaya Football Store offers products according to customer needs and pricing that have been coordinated.
- c) After the agreement the order process started.
- d) Customer is to confirm and products ready for shipment.
- e) Customer pay the price of the product by way of money transfer. Then the evidence is sent to the Surabaya Football Store.
- f) After payment, the product delivered to the customer.

b. Payment Process

Surabaya Football Store as a money transfer system of payment services. Customer pays a sum of money (from the price of the product as agreed) in accordance with the invoice, then the transfer of evidence sent to Surabaya Football Store via fax or email, and photo evidence of the payer if using social networking to be used as proof of payment and do further processing.

c. Constraints In Process E-commerce

Some constraints experienced in Surabaya Football Store E-commerce is the process:

- 1) Disruption of the Internet.
- 2) slow connection.
- 3) Capacity limited mailing.
- 4) Infrastructure in Indonesia are not evenly distributed.

3. Utilization of E-commerce impact on Surabaya Football.

a. Positive Impact:

- 1) market space is becoming increasingly widespread.
- 2) Make it easier to introduce to customers.
- 3) Speed up the process work.
- 4) Data storage becomes easier.

b. Negative impact :

- 1) Website merely passive, so as not much access to order through the website.

The elements of e-commerce owned Surabaya Football Store has not been used optimally, so that the process of e-commerce is also not running optimally.

CONCLUSION AND SUGGESTION

A. Conclusion

Based on research conducted in Surabaya Football Store, related to the utilization of e-commerce, the researchers concluded:

1. Network applications of electronic commerce is the right solution for the problems that arise in efforts to increase competitiveness for products / services or Surabaya Football Store, which generally revolves around the factors and processes associated with trading mechanisms in practice results in higher operating costs.
2. Increasing competition between stores in marketing its flagship products, the faster technological change, are the things that need to be considered by each store within their sector of trade reform.
3. The application of electronic commerce applications in its development efforts requires changes to business processes, ranging from the creation of added value in the form of ease of operation, leading to substantial savings efforts and increased performance, up to the stage of creation of new added value in the form of the emergence of new industries, markets new, and a new lifestyle.
4. Surabaya Football Store has three main points in the hold of an e-

commerce business activity, namely the process of selling and buying electronic; any consumer (Organization, personal), and the use of network computer / laptop online to conduct business transactions.

5. Opportunities created by the implementation of Electronic Commerce, is the creation of new markets, new products and services, new business processes are streamlined and sophisticated. While generally range constraints on network problems, security, the price of technology, socio-economic structural-demographic, legal constraints, as well as education-socialization of society.
6. Surabaya Football Store using models Business-to-Business (B2B) in the use of its e-commerce. Utilization of e-commerce in Surabaya Football Store is able to provide improved work processes and speed up the process of data exchange to consumers in product sales, although not completely pure e-commerce (electronic commerce and combines the conventional).
7. Implementation of e-commerce in Surabaya Football Store has not applied optimally, it is visible from customers who place an order through the website is still very little.

B. SUGGESTION

1. E-commerce initiatives must be supported by a cast of actor-trade sector to make changes to the process and mechanism of action of each of them, ranging from the way of thinking, business process change initiatives that lead to customer satisfaction, and how to anticipate the impacts associated with the code of ethics and legal practice .
2. Surabaya Football Store should do the publicity, promotion, and dissemination website. With the hope of increasing website visitor ratings, promotional products, and optimize the utilization of available fields mandatory.
3. Giving consumers a learning (education customers) about the use of

- the website, data exchange procedures relating to business processes in Surabaya Football Store.
4. Need for improved network connection and internet provider linked server that manages data access, so the connection is not limited to (slow).
 5. The existence of specific employees who manage the website. Procedures should be in the order presented website services. Data is updated frequently intense, and all information related to the product Surabaya Football Store.

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